



WKMG

ORDER

Flight Dates 09/19/12-09/24/12

Contract / Revision 259390 /

Original Date / Revision
09/18/12 09/18/12

Advertiser POL/Connie Mack/NRSC/R/S

Agency John McLaughlin & Associa

Buying Contact Marianne Campbell

919 Prince Street
Alexandria, VA 22314

Product
NRSC/MACK

Agency Com 15%

Billing Contact

919 Prince Street
Alexandria, VA 22314

Sales Office PHI

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 484

Alt Order # 06321371

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes AGY POL CAND

Product Codes PL-State-Republican

Priority P-2

Advertiser Ref

Primary Account Executive
Kristen Waskie

Account Executive	Order%	Start Date	End Date
Kristen Waskie	100%		

Order Share 100% Market Value 2400

Competing Station	% of Order	Amount
CABLE	%	0
WESH	%	0
WFTV	%	0
WKCF	%	0
WOFL	%	0
WOPX	%	0
WRBW	%	0
WRDQ	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	4	\$2,040.00	\$2,400.00	0.00	08/27/12	09/24/12	4	\$2,040.00	\$2,400.00
Totals	4	\$2,040.00	\$2,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKMG	09/24/12	09/24/12	Local 6 News 12-1230p	CM	12-1230p	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	1-----		1				\$400.00		0.00			
E 2	WKMG	09/19/12	09/20/12	Local 6 News 12-1230p	CM	12-1230p	--WT---	:30	2	\$400.00	P-2	0.00	NM	2	\$800.00
				Local 6 News 12-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--WT---		2				\$400.00		0.00			
E 3	WKMG	09/23/12	09/23/12	CBS Sunday Morning	CM	9-1030a	-----1	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				CBS Sunday Morning											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----1		1				\$1,200.00		0.00			
														Totals	4 \$2,400.00